CLAIMS

1.   A method of processing a data file representing a document. said data file
including at least one link data item specifying a linked location within said document
or another document. said method comprising the steps of:

   (i)   detecting initial display text associated with said link data item for
           display on a display device to at least partially represent said link data
           item to a user when said document is displayed:

   (ii)   applying one or more predetermined rules to said initial display text to
           detect one or more characteristics indicative of said initial display text
           being insufficiently readable by said user: and

   (iii)   upon detection of said one or more characteristics indicative of said
           initial display text being insufficiently readable by said user. then
           replacing some or all of said initial display text with further text
           selected in dependence upon said link data item to provide a modified
           display text for display on said display device.

2.   A method as claimed in claim 1. wherein said further text includes one or
more of:

   (i)   a document title for said linked location identified by said link data
           item: and

   (ii)   text selected from a dictionary in dependence upon keywords
           identified within said link data item:

   (iii)   a word produced by truncating a computer file name including a
           computer file type extension by removing said computer file type
           extension: and

   (iv)   text selected in dependence upon category data associated with said
           link data item.

3.   A method as claimed in any one of claims 1 and 2. wherein said further text
replaces said initial display text to form said modified display text.

4.   A method as claimed in any one of claims 1, 2 and 3. further comprising the
steps of:

      (i)   applying said one or more predetermined rules to said modified display
text to detect one or more characteristics indicative of said modified

5   display text being insufficiently readable by said user: and

      (ii)   upon detection of said one or more characteristics indicative of said
modified display text being insufficiently readable by said user. then
reverting to said initial display text.

10   5.   A method as claimed in any one of the preceding claims. wherein said one or
more predetermined rules include one or more of:

      (i)   the number of underscore characters within said initial display text is
greater than the number of space characters within said initial display
text;

15   (ii)   the initial display text is less than a minimum threshold number of
characters in length;

      (iii)   the initial display text is greater than a maximum threshold number of
characters in length;

      (iv)   the average number of characters per word in said initial display text is
20   greater than a maximum threshold average word length;

      (v)   the initial display text contains words that include capital letters after
lower case letters: and

      (vi)   the initial display text contains words not found in an associated
dictionary of words.

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6.   A method as claimed in any one of the preceding claims. wherein said data file
is retrieved from a source computer server via a computer network.

7.   A method as claimed in claim 6. wherein said steps of detecting. applying and
30 replacing are performed by a proxy server disposed within said computer network
between said source computer server and a client computer requesting said data file.

8.   A method as claimed in claim 6, wherein said steps of detecting, applying and replacing are performed by a client computer which requests said data file from said source computer server.

5   9.   A method as claimed in any one of claims 7 and 8, wherein said client computer has a user display with different display capabilities than those of a display for which said document is intended or said document is display independent.

10.   A method as claimed in claim 9, wherein said client computer is a wireless
10   mobile device.

11.   Apparatus for processing a data file representing a document, said data file including at least one link data item specifying a linked location within said document or another document, said apparatus comprising processing logic for performing the
15   steps of:

        (i)   detecting initial display text associated with said link data item for display on a display device to at least partially represent said link data item to a user when said document is displayed;

        (ii)   applying one or more predetermined rules to said initial display text to
20   detect one or more characteristics indicative of said initial display text being insufficiently readable by said user; and

        (iii)   upon detection of said one or more characteristics indicative of said initial display text being insufficiently readable by said user, then replacing some or all of said initial display text with further text
25   selected in dependence upon said link data item to provide a modified display text for display on said display device.

12.   Apparatus as claimed in claim 11, wherein said data file is retrieved from a source computer server via a computer network.
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13.   Apparatus as claimed in claim 12, wherein said processing logic is part of a proxy server disposed within said computer network between said source computer server and a client computer requesting said data file.

14.   Apparatus as claimed in claim 12, wherein said processing logic is part of a
client computer which requests said data file from said source computer server.

15.   A computer program storage medium storing a computer program for
controlling a data processing apparatus to perform the method as claimed in any one
of claims 1 to 10.